



ShotPak announces expansion plans for its cocktail-in-a-pouch

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ShotPak, a company that designs unique packaging and for its signature alcoholic beverages, announced its plans for long term, international growth, according to the [company](#).

The Irvine, Calif.-based company began the year with distribution in three U.S. states, and has now increased to eight. ShotPak plans to further cement its footprint in North America, adding 13 more states to its distribution list by the end of 2008.

ShotPak's long-term plan is to reach 35 states and about 50 countries overseas. The company's international scope already includes England, Scotland and Wales, and it is currently conducting taste tests in Alberta, British Columbia, Ontario, Romania, Hungary, Austria, Turkey, Italy, Greece, Korea, China, India, Dubai, Germany and Spain.

ShotPak Inc. is a collaborative effort with Beverage Pouch Group to create a new way for people to enjoy cocktails and straight spirits. The company utilizes a soft, portable, single serving standup pouch that consumers can fill with alcohol, or with any one of ShotPak's flavors, including: Kamikaze; Lemon Drop; Purple Hooter and Sour Apple.

Chief Executive Officer R. Charles Murray told DailyVista that [ShotPak](#) has intentionally decided to keep its current advertising efforts strictly online, making it more difficult for underage consumers to obtain it.

Murray said that the company has also tried to pull together recipes that might include ShotPak in the list of ingredients, and distribute those to consumers as well.

"Rather than just saying 'Go drink a ShotPak,' we're saying 'Have a meal, and here's a ShotPak recipe,'" he said. "We see this as being a resource we haven't touched yet. We're looking for something in the social realm."

Murray said that ShotPak has already achieved an incredible amount of brand awareness among international clientele, who dub the drink a "Yankee Cocktail." He said that the company is also looking to introduce four new cocktail flavors in the next quarter, and that it is a very popular drink particularly in nightclubs and among female consumers.

"They (women) can carry their drink with them, and for people that are counting their alcohol consumption, it's very secure. You know exactly the amount of alcohol that's in it, and today a lot of people like to get home safely," he said.

Another benefit is that it's an American export that can be picked up in airports at duty-free shops, and airline carriers "love it," according to Murray, because it's lightweight,

and cannot be used as a weapon because it's plastic, not glass. Its plastic material is also considered an eco-friendly option, in lieu of glass or aluminum containers.

"We have an agency called Design Marketing Group (Sarasota, Fla.)," he said. "They do our Web site, and we do a lot of brochures and neat posters and that kind of stuff."

He said that there may be an opportunity for an agency that feels it can offer ShotPak access to an avenue or an area that it's not already getting into.

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